IN THE CLAIMS:

This listing of claims will replace all prior versions and, listings, of claims in the subject application:

Claim 1. (Currently Amended) A method for transforming raw transactional data comprising the steps of:

accessing, via a processor, ~~said~~ raw transactional data via a communication network from at least one external source;

transforming, via said processor, said data into at least two database tables;

formatting, via said processor, said data to create formatted data, wherein said formatting includes cleaning and validating said data, wherein said formatted data has a first size;

longitudinally linking, via said processor, said formatted data;

compressing, via said processor, said formatted data to create compressed data, wherein said compressed data is a second size, wherein said second size ~~being~~ is a fraction of said first size, and wherein said compressing includes combining related ones of said data;

storing, via said processor, said compressed data in at least one of said database tables;

extracting, via said processor, said compressed data from said at least one database table for analysis; and

displaying, via a display device, results of said analysis as analyzed data.

Claim 2. (Original) A method for transforming raw transactional data according to claim 1, further comprising the step of creating interval interpretations of data representing activity over

time.

Claim 3. (Original) A method for transforming raw transactional data according to claim 1, wherein said data is pharmaceutical transactional data.

Claim 4. (Original) A method for transforming raw transactional data according to claim 1, wherein said communication network is selected from the group consisting of an internet, an intranet, a wireless network, a cellular network, a wide area network, a local area network, a virtual private network, a token ring network, and a dial-up network.

Claim 5. (Previously Presented) A method for transforming raw transactional data according to claim 1, wherein said compressing comprises the steps of: (a) inserting said formatted data into storage tables; (b) sorting and evaluating said formatted data; (c) performing calculations on said formatted data; and (d) creating interval tables of said formatted data.

Claim 6. (Original) A method for transforming raw transactional data according to claim 1, wherein said analysis is performed based on end-user specifications.

Claim 7. (Original) A method for transforming raw transactional data according to claim 1, wherein said analysis is used for market studies.

Claim 8. (Original) A method for transforming raw transactional data according to claim 7,

wherein said market studies comprise Therapy Area and Single Class.

Claim 9. (Original) A method for transforming raw transactional data according to claim 1, wherein said compressing retains all information represented by said raw transactional data.

Claim 10. (Original) A method for transforming raw transactional data according to claim 1, wherein said analysis includes data summarization.

Claim 11. (Original) A method for transforming raw transactional data according to claim 1, wherein said results are delivered to an end-user via a communication network.

Claim 12. (Previously Presented) A method for transforming raw transactional data according to claim 1, wherein said analyzed data and said results are continuously updated over an extended period of time.

Claim 13. (Original) A method for transforming raw transactional data according to claim 1, wherein said analysis includes data summarization.

Claim 14. (Original) A method for transforming raw transactional data according to claim 1, wherein said transactional data remains anonymous.

Claim 15. (Currently Amended) An apparatus for transforming raw transactional data comprising:

at least one communication network for transfer of ~~said~~ raw transactional data;

a data extraction, transformation and loading tool;

at least two ~~one~~ database tables for storage of said data;

at least one data processor for processing and compressing said data to create compressed data, wherein said compressed data is a fraction of size of said data, and wherein said compressing includes combining related ones of said data, and wherein said processor stores said compressed data in said tables;

a plurality of system applications for running scripts, wherein said scripts perform data analysis, extraction, transformation and loading; and

a web browser for displaying results of said data analysis.

Claim 16. (Original) An apparatus for transforming raw transactional data according to claim 15, wherein said communication network comprises at least one communication device, a plurality of data gathering devices, at least one communication link, and at least one network protocol.

Claim 17. (Previously Presented) An apparatus for transforming raw transactional data according to claim 15, further comprising an archive server for backup storage.

Claim 18. (Original) An apparatus for transforming raw transactional data according to claim

15, wherein said displayed results are in the form of applets.

Claim 19. (Original) An apparatus for transforming raw transactional data according to claim 15, wherein said displayed results are used for market studies.

Claim 20. (Currently Amended) A method for compressing data comprising the steps of:

accessing, via a processor, raw data from at least one external source;

formatting, via said processor, said raw data, wherein said formatting includes cleaning and validating;

transforming, via said processor, said data into at least two database tables;

~~storing said raw data into tables;~~

creating time intervals, via said processor, ~~from~~ related to said raw data and storing said ~~results~~ intervals into said tables;

compressing, via said processor, said raw data to create compressed data, wherein said compressed data is a fraction of size from said raw data, and wherein said compressing includes combining said data having related ones of said time intervals; and

extracting, via said processor, market studies from said results for analysis.

Claim 21. (Original) A method for compressing data according to claim 20, wherein said data is continuously updated over a period of time.